IN THE CLAIMS

Please amend claims 1 through 35 as shown below on pages 7 through 12, a marked up version of the prior set of claims (1 through 35) is shown on pages 13 through 21.

Change to:

1. (amended) A computer readable medium having sequences of instructions stored therein, which when executed cause the processor in a computer to perform a quantification method, comprising:

using data from a variety of sources to quantify the impact of elements of value on aspects of enterprise financial performance.

2. (amended) The computer readable medium of claim 1 wherein the elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, intellectual property, partnerships, processes, production equipment, vendors and vendor relationships.

3. (amended) The computer readable medium of claim 1 wherein the variety of data sources includes advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, the Internet, external databases, user input and combinations thereof.

4. (amended) The computer readable medium of claim 1 where an enterprise is defined by a single product, a group of products, a division or an entire company.

5. (amended) The computer readable medium of claim 1 wherein the aspects of enterprise financial performance include one or more of the following revenue, expense,

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capital change, current operation value, real option value, market sentiment value and business value.

6. (amended) The computer readable medium of claim 1 where the elements of value are comprised of items that may be grouped into sub-elements of value for more detailed analysis.

7. (amended) The computer readable medium of claim 1 where the data includes historical data and forecast data.

8. (amended) The computer readable medium of claim 1 where the data includes transaction data, geospatial data, text data and linkage data.

9. (amended) The computer readable medium of claim 1 where the element quantifications are selected from the group consisting of item performance indicators, composite variables; vectors, predictive models, element rankings, option discount rates, valuations and combinations thereof.

10. (amended) The computer readable medium of claim 9 where the item performance indicators reflect element impact on one or more components of value.

11. (amended) The computer readable medium of claim 9 where item performance indicators are selected from the group consisting of ratios, trends, summaries, time lagged values, rates of change, patterns, geospatial measures, linkage data, text counts and averages.

12. (amended) The computer readable medium of claim 9 wherein item performance indicators are selected using predictive models from the group consisting of neural networks; regression models, regression trees; generalized autoregressive conditional heteroskedasticity (GARCH), projection pursuit regression; generalized additive model (GAM); redundant regression network; rough-set analysis; Naïve Bayes Regression, linear regression; support vector computer readable medium, stepwise regression and multivalent models.

13. (amended) The computer readable medium of claim 9 wherein composite variables are mathematical or logical combinations of causal item performance indicators and item variables by element.

14. (amended) The computer readable medium of claim 9 wherein vectors summarize causal item performance indicators, item variables and composite variables by element of value.

15. (amended) The computer readable medium of claim 9 wherein vectors are created using models from the group consisting of Tetrad, Minimum Message Length, LaGrange, Bayesian and path analysis.

16. (amended) The method of claim 9 wherein data envelopment analysis (DEA) analysis is used to identify the relative ranking of the enterprise elements of value for the value relevant indicators identified by the business value predictive models.

17. (amended) The method of claim 9 wherein the real option discount rates are a function of the relative ranking of the enterprise elements of value that support the real option.

18. (amended) The computer readable medium of claim 9 wherein the predictive models identify the relative contribution by element of value to the components of value and business value.

19. (amended) The computer readable medium of claim 18 where the predictive models use item performance indicators, composite variables or vectors by element as inputs.

20. (amended) The computer readable medium of claim 18 wherein the type of predictive model input that is used in a model is determined in part by the level of interaction between the elements of value.

21. (amended) The computer readable medium of claim 18 where the predictive models are selected from the group consisting of neural networks; regression models, regression trees; generalized autoregressive conditional heteroskedasticity (GARCH), projection pursuit regression; generalized additive model (GAM); redundant regression

network; rough-set analysis; Naïve Bayes Regression, linear regression; support vector computer readable medium, stepwise regression and multivalent models.

22. (amended) The computer readable medium of claim 19 wherein the contribution by element of value to a component of value or business value is determined by the net of the direct element impact and the element impact on the other elements of value.

23. (amended) The computer readable medium of claim 9 wherein the valuations identify the contributions by element of value to the group consisting of current operation value, real option value, market sentiment value, business value and combinations thereof.

24. (amended) The computer readable medium of claim 23 wherein the current operation value and market sentiment value are calculated using the company cost of capital.

25. (amended) The computer readable medium of claim 23 wherein the enterprise may not have a current operation, real option or market sentiment segment to value.

26. (amended) The computer readable medium of claim 23 wherein the business value by element of value is calculated by summing the contributions by element to the combination of current operation, real option and market sentiment values that are present in the enterprise.

27. (amended) The computer readable medium of claim 23 where the current operation segment of value is comprised of a revenue component of value, optional expense components of value and optional capital change components of value.

28. (amended) The computer readable medium of claim 23 wherein the current operation value is calculated by summing the product of the net contribution by element to the components of value identified by component predictive models and the capitalized value of the components of value that are present in the enterprise current operation.

29. (amended) The computer readable medium of claim 23 wherein contributions by element to r al option values are determined by:

calculating the difference between the real option value calculated using the company cost of capital and the value calculated using the discount rate determined on the basis of relative element strength; and

assigning the value difference to the different elements of value based on their relative contribution to the difference in the two discount rates.

30. (amended) The computer readable medium of claim 9 wherein contributions by element to market sentiment value are determined by subtracting any contributions by element to current operation value and real option value from the net contribution to business value identified by the business value predictive model.

31. (amended) The computer readable medium of claim 1 where the element quantifications are continuously calculated for a specified point in time within a sequential series of points in time.

32. (amended) The computer readable medium of claim 1 where the intangible element quantifications are optionally reported using a paper document or electronic display.

33. (amended) A quantification system, comprising:

a computer with a processor having circuitry to execute instructions; a storage device available to said processor with sequences of instructions stored therein, which when executed cause the processor to:

use data from a variety of sources to quantify the impact of intangible elements of value on aspects of enterprise financial performance.

34. (amended) A fiscal management network, comprising:

a plurality of computers connected by a network each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:

integrate raw and transformed data from a variety of systems into models that determine the value of the current operation, real options and market sentiment segments of enterpris value by element of value; and

report the value of the elements of value, segments of value and the enterprise.

35. (amended) A fiscal management system, comprising:

a computer with a processor having circuitry to execute instructions; a storage device available to said processor with sequences of instructions stored therein, which when executed cause the processor to:

integrate raw and transformed data from a variety of systems into models that determine the value of the current operation, real options and market sentiment segments of enterprise value by element of value; and

report the value of the segments of value and the enterprise by element of value.